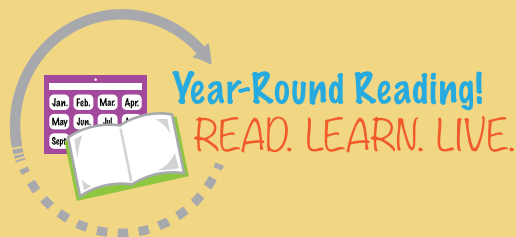
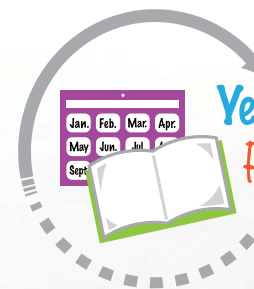


WHAT WE NEED TO BEGIN THE PROGRAM IN 2013

- Partner commitments
- Committee members
- Volunteers
- Printing
- Graphical design
- Promotions
- Incentives and prizes
- Sites for reading celebrations



817.392.READ (7323)
www.FortWorthLibrary.org



Year-Round Reading!
READ. LEARN. LIVE.

A year-round reading
program for all ages.



The citizens of Fort Worth have long recognized the importance of reading, learning and self-improvement. For over 40 years, the Fort Worth Library has hosted an annual summer reading challenge to support those values. We believe it is now time to expand the program beyond its traditional two months. Strong readers are essential to the city's future, and strong readers are created by reading 365 days a year.

The Year-Round Reading program brings together libraries, schools, businesses and community organizations in a united effort to provide everyone an opportunity to become a reader and a lifelong learner. We hope that you will join us in creating a bright, productive future for Fort Worth and its citizens.



Betsy Price
Betsy Price
 Mayor of Fort Worth



Walter Dansby
Walter Dansby
 Fort Worth ISD
 Superintendent



PROGRAM GOALS

- Promote and encourage daily reading throughout the year.
- Raise awareness of how literacy benefits the community.
- Unite the education-focused organizations in addressing the issue of literacy.
- Expand the educational opportunities for citizens, especially young people.
- Improve the employment prospects of the workforce.
- Establish a culture of reading, learning and self-improvement.

LITERACY

- Nearly 771 million adults, one-fifth of the world's population, are unable to read and write.
- An estimated 40 percent of the children entering kindergarten in the Fort Worth Independent School District do not have reading skills adequate for their grade level.
- Fourteen percent of Tarrant County adults are not functionally literate.
- It is estimated that low literacy costs the U.S. \$225 billion annually, due to low workforce productivity, crime and unemployment.

CURRENT PARTNERS

- City of Fort Worth
- Fort Worth ISD
- Fort Worth Library
- Red Oak Foundation
- Tarrant Literacy Coalition
- United Way of Tarrant County

PROGRAM OVERVIEW

- The Year-Round Reading program is suitable for all ages.
- Participants can pick up a program card at any partner location.
- After completing at least six activities listed on the program card, participants can return the card to any partner location to receive an incentive. Each time a participant returns a card, it will be entered in an annual grand prize drawing for high-value incentives, for example, tablet PCs, netbooks, books and gift cards.
- Promotional campaigns will vary throughout the year, but the core program will remain intact.
- Partner organizations and the Library will determine the events and programs.

